

TO YOU & YOUR WIFE.



We suppose you are Married, - IF NOT,  
You Should be.

WITH COMPLIMENTS OF

*J. Larkins & Co.*  
BUFFALO, N.Y.

“SWEET HOME” Family Soap, per case of 120 ten-ounce cakes, **\$6.00.**

Freight prepaid. The finest, best seasoned and most  
economical Soap to be found.



On account of the purity and firmness of this soap, one cake is sufficient for an average family washing, and after a long experience in supplying the family trade we find that a case lasts a family on the average one year, the soap being used for any and all household purposes.



**This Soap is sent on 30 Days' Trial.**

**ORDER NOW. YOU RUN NO RISK.**

*J. D. Sarkins & Co.*  
BUFFALO, N.Y.

CAPACITY OF WORKS, TEN MILLION POUNDS PER YEAR.

# "SWEET HOME"

# FAAMPILY SOAP

# PER CASE OF

# 120 ACRE HILLS - THE TUNICAN

# • FRIGHT PREPARED. •

The finest, best seasoned and most economical Soap to be had.

This Soap is not sold to dealers, but we supply the select family trade only.

One case of "SWEET HOME" lasts an average family one year.

# SENT ON 30 DAYS' TRIAL.

# TRY IT Y

# YOU RUN NO RISK U

WE could not possibly sell you this quality of soap at this price if we sold in the regular expensive way, which you know is as follows: The soap manufacturer employs traveling men who solicit orders from wholesale grocers, some of these traveling men work on salary, others on commission—it is about an even thing one way or the other, for the manufacturer calculates on 10 per cent. for selling his goods. The wholesaler in turn must make the same, for out of his profit he has to pay for freight, storage and forwarding; then your retailer must have 20 per cent. profit, which makes the account stand as follows on a box of soap which we, the manufacturers, sell you for \$6.00.

10 per cent. Commission paid to Salesmen who sell to Jobbers,	.	\$ .60
10 per cent. profit made by Jobber,	.	.60
10 per cent. Commission paid by Jobber to Salesmen who sell to Retailer,	.	.70
20 per cent. profit made by Retailer,	.	1.60
Original price of Box,	.	6.00

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From *N. Y. LIFE*.

### A QUESTION OF FAMILY.

MISS FOLLIBUD—"Does this plant belong to the banana family, Mr. Jenkins?"  
MR. J.—"Ah, no! It seems to belong to the Larkin family of Buffalo."

# WHERE E'ER THERE'S LIFE THERE'S SOAP.

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WE are the only large manufacturing firm that make it a business to sell direct to the better class of consumers. Our Soap is made for you, not for the dealer to make a big profit on. If we sold to dealers they would demand an article they could sell at a seemingly low price and at the same time make a good margin. To supply them thus, we would be obliged to do as many soap manufacturers do, *i. e.*, use cheap, impure materials and adulterate our product with some low-priced substance, such as chalk, starch, silex (or marble dust), silicate, cheap rosin, or add so much water to it that it would be soft and wear away rapidly.

*So fierce has been the competition among dealers, and so great the desire of Soap Manufacturers to produce goods at a lower price than their competitors, that to-day fully nineteen-twentieths of the soap sold from Groceries is made from inferior and impure materials, and is also greatly adulterated with harmful substances.*

NOTE.—The Sweet Home Soap is made for the consumer. We sell it only to the consumer, that is, those who buy it for their own Home use. It is the best soap manufactured. It is thoroughly seasoned before being packed. WE SEND IT ON 30 DAYS' TRIAL, THUS GIVING YOU AMPLE OPPORTUNITY TO PROVE TO YOUR ENTIRE SATISFACTION THAT OUR CLAIMS ARE TRUE.

[ See pages 6 and 11 for list of extras we send gratis with each case of  
Sweet Home Soap.]

The Revival of Turpinism.—A soft thing for the Tramp.

Opposite



# OUR TOILET SOAPS

**M**RE pure and elegant articles. Perfume exquisite. Quality the finest possible. For the toilet, the bath or nursery there is nothing better. These Soaps produce, in either hot or cold water, a creamy, fragrant lather, imparting to the skin a sense of cleanliness and delightful comfort attainable by the use of no other toilet soap. A renowned Physician of Philadelphia, who has purchased our Soap, writes: "A poor soap will often cause pimples and eruptions, and is the most cruel enemy to the freshness and natural lustre of the skin, while a good soap, such as I know your brands to be, is the best cosmetic for keeping the skin soft."

Another eminent Physician writes: "My family are well pleased with your Soaps. I am using the 'Elite' Toilet Soap for a dentifrice with great satisfaction. The small per cent. of alkali in a fine soap counteracts the acids of the mouth and preserves the teeth and gums in a state of perfect health. For the toilet and bath the 'Ocean Bath' is perfection."

## "SWEET HOME" FAMILY SOAP,

Per Case of 120 Ten Ounce Cakes, \$6.00, Freight Prepaid.

The Finest, Best Seasoned and Most Economical Soap to be had. This Soap is not sold to dealers, but we supply the Select Family Trade only.

**THIS SOAP IS SENT ON 30 DAYS' TRIAL.**

*One case of "Sweet Home" lasts an average family one year.  
Order now. You run no risk.*

*J. D. Larkins & Co.*  
BUFFALO, N.Y.

# WITHOUT CHARGE

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OUR Toilet Soaps are Pure and Elegant. Perfume Exquisite. Quality the finest possible. For the toilet, bath or the nursery there is nothing better. Until further notice, we will send GRATIS with every case of Sweet Home Soap the following samples of Toilet Soap:

One Box, 1-4 Doz., Creme Oat Meal, (Fine Silver-Plated Engraved Butter Knife in each Box.)

One Box, 1-4 Doz., Elite, (Japanese Silk Handkerchief in each Box.)

One Box, 1-4 Doz., Ideal Bouquet.

One Box, 1-4 Doz., Ocean Bath, Large Size, (Fine Turkish Towel in each Box.)

One Box, 1-4 Doz., Jasmine.

Also, 1-2 Doz. Large Packages Boraxine.

And Our Full Collection of Advertising Cards and Pictures.

The above are given "Free—gratis—for nothing—without charge," for purpose of introduction.

## *SWEET HOME FAMILY SOAP*

Is Made for the Select Family Trade, and is

SENT ON THIRTY DAYS' TRIAL.

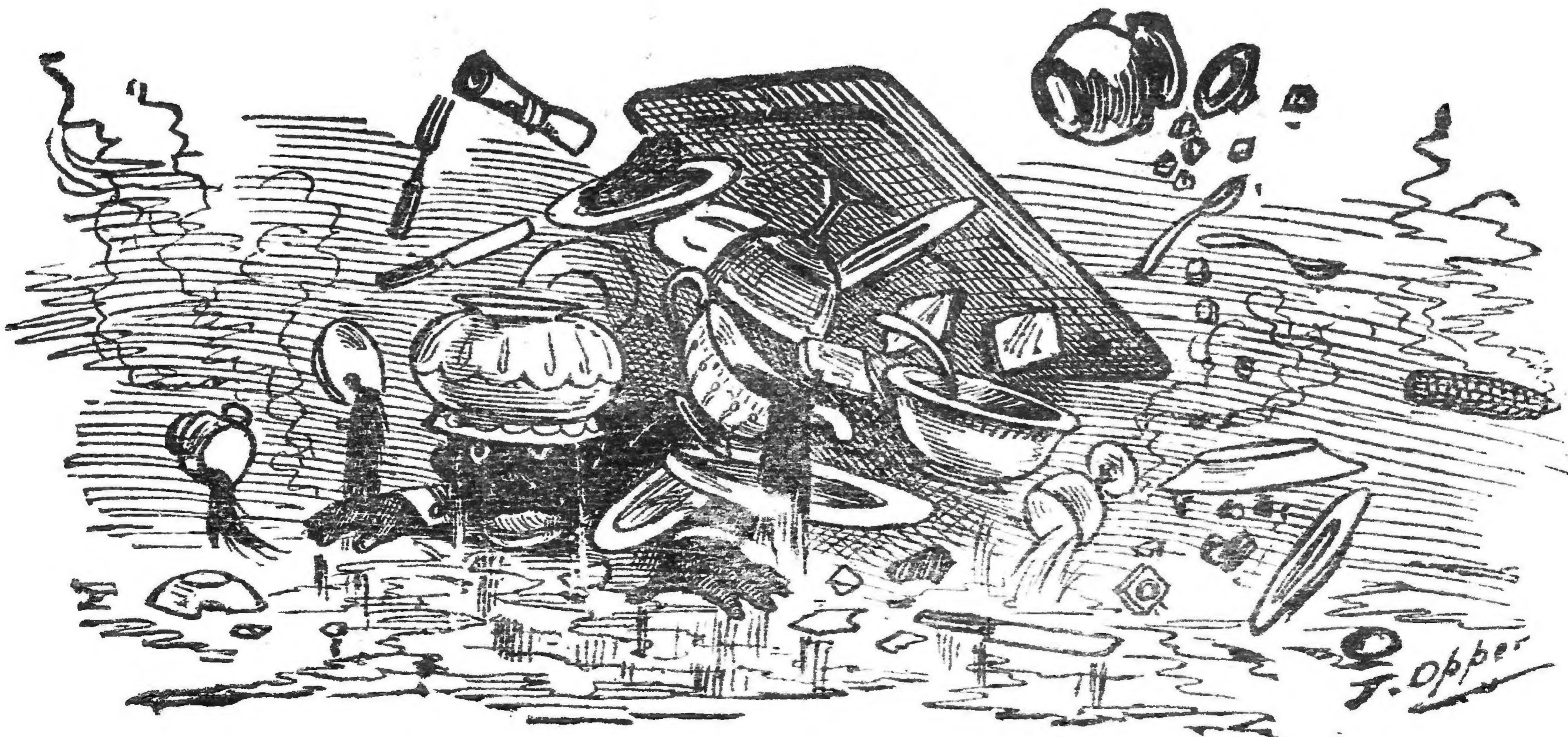
OUR NEW WAITER.



FIRST WEEK.



SECOND WEEK.



THIRD AND LAST WEEK.



*From N. Y. LIFE.*

**BY THE INDUCTIVE METHOD.**

MISS LUCY—"Oh! we had such a delightful ride, but it was awfully cold, why, George and I each froze an ear."  
ALL PRESENT ( interrupting in chorus )—"Oh, yes! the outside ear."

# WHY WE DO NOT SEND AN AGENT TO TAKE YOUR ORDER.

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EVERY mail brings applications from agents desiring to take orders for our goods, and on declining their proffered service we often receive lengthy dissertations which are supposed to demonstrate that our business might be vastly enlarged by a system of personal canvassing, the main argument being that numbers of business men, who would never think of giving an order by mail, would readily do so if personally waited on. Of course we are well aware that there are multitudes, we will not say of business men, but of men engaged in business, to whom this would exactly apply, yet they are presumably the very people whose custom we are least anxious to obtain.

We seek as our patrons the leading families in their respective towns, and having these, we shall not be specially concerned in looking up the others. And it seems to us that a gentleman who will pay from 15 to 30 per cent. for the luxury of being waited on by an agreeable salesman is really not the kind of a man whose custom we value. Such trade is necessarily ephemeral, and we waste no force in seeking it.

The plan on which we work is to avoid friction and waste of every kind, to specialize everything we produce, and to deal directly with the consumer. We are thus enabled to supply goods of maximum merit at minimum cost, and as a natural consequence to build up a permanent trade. For many years we have steadily followed this principle and have not yet seen the slightest cause to abandon or modify it.

*[See pages 6 and 11 for partial list of extras that will be sent with every case of Sweet Home Soap until further notice.]*



The position was good, but —



Somehow the picture did not look exactly right.


# HOME DECORATION.

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OUR yearly outlay for artistic advertising matter, in the way of Show Cards, Picture Cards, Novelties and High Art Designs runs up into many thousands. Every mail brings hundreds of requests for these pictures. Many of the designs being large and mounted on heavy card-board, the expense of sending them by mail is too great to comply. But that users of "Sweet Home" may have an opportunity to inspect our Art Gallery, we send gratis, packed in every case of Sweet Home Soap, our full collection of cards and pictures, among which are the following, nearly all of which are our own copyrights:

1. <i>Desdemona.</i>	13. <i>Owl'd Lang Syne.</i>
2. <i>Our Boys.</i>	14. <i>Our Pets.</i>
3. <i>Doe's Head.</i>	15. <i>The Darlings.</i>
4. <i>Morning in the Highlands.</i>	16. <i>Evangeline.</i>
5. <i>Evening in the Highlands.</i>	17. <i>La Petite Bibette.</i>
6. <i>A Faithful Friend.</i>	18. <i>The Maid of Orleans.</i>
7. <i>Marguerite.</i>	19. <i>After the Storm.</i>
8. <i>Sunshine and Shadow.</i>	20. <i>Love's Young Dream.</i>
9. <i>Jockey Joe.</i>	21. <i>Futurity.</i>
10. <i>Skye Terrier.</i>	22. <i>The Interview.</i>
11. <i>Phunny Phellows.</i>	23. <i>On the Sands.</i>
12. <i>The Monkeys.</i>	24. <i>Yachting.</i>

Nearly all of above are fine Copperplate Engravings, suitable for framing. (Advertisement only on back,) and are handsome decorations for any parlor.



# “COMMERCIAL TOURISTS.”

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THE expenses of a traveling man are about five dollars per day, his wages as much more. This expense is met by an increase in the price of the goods which the traveling man aforesaid sells. The smallest boy or girl in the elementary class can explain to you that the expenses and wages of the “Commercial Tourist” are borne by the consumer. To argue the question would be simple *reductio ad absurdum*.

Now, if we, the manufacturers, can sell you a staple article which you need, without adding to the price the wages and expenses of a traveling man, or equalizing the matter by palming off on you adulterated goods, why not benefit yourselves by patronizing us?

## SWEET HOME FAMILY SOAP

Is Made Especially for the Select Family Trade, and is  
Not Sold to Dealers.

*Remember, we pay all freight or express charges.*

*Send orders direct to*

*J. D. Larkins & Co.*  
BUFFALO, N.Y.

COMBINATION.

A CRAB.

A BATHER.

"Things combined sometimes produce peculiar effects." — [DARWIN.



**S**OAP that is sold from groceries has generally been sold by a traveling man to a wholesale dealer. The wholesale dealer sells to the retailer, and the retailer sells to you. But, besides selling to you, the retail dealer assists in supplying the Dead Beat, and his name is Legion. You who pay your debts not only pay your just dues, but you settle the score of all the D. B.'s, who, by a combination of eloquence and cheek, procure credit of the individual or firm you patronize.

That the thrifty and industrious support the idle and extravagant is a fact you and every other intelligent person knows full well. Every retail dealer will tell you that the amount charged on his books which he never expects to collect runs way up into the thousands.

Now, we do not have to increase the price or adulterate our product in order to cover losses by bad debts, because we contract none. Our yearly losses are not one-sixteenth of one per cent. of the amount of business transacted. The "Sweet Home" offer is sent only to those who are abundantly able and willing to pay. Our lists are made up of carefully selected, "gilt-edged" names, comprising only the very best families in each town.

We ask permission to deliver you a case of Sweet Home Soap (with extras, etc., as promised) on 30 days' trial. In ordering, if convenient, use our blank postal cards; otherwise, send your order direct to us at Buffalo, N. Y., and it will have our careful and thankful attention.

With thanks to housekeepers all over this broad land for their liberal orders, many kind words of encouragement and voluntary recommendations of our goods, we remain,

Very Soapfully Yours,

*J. A. Larkins & Co.*  
BUFFALO, N. Y.



“Hi! dere, Rosie, bring der perambulator in de house right away. Does yer want de baby to get all tanned up?”

*✓. Ob/ber*

BY THE USE OF  
**BORAXINE**  
THE TOILSOME

**Drudgery of Washday is Done Away With!**

And the Manufacturers Warrant that it  
**CANNOT INJURE THE FINEST FABRIC**  
IN ANY WAY.

For Cleaning Woodwork, Washing Dishes and Dairy Utensils,  
Removing Grease Spots or Stains from Carpets, etc.,  
or General House Cleaning, it has NO EQUAL.

**Saves Half the Labor of Washing, is a Thorough Disinfectant,**  
*And is a Blessing to every Housekeeper using it.*

Remember, BORAXINE is nothing but a fine quality of Soap and Borax pulverized together. It is pleasant for the hands and cannot possibly injure the finest fabric.

To better introduce BORAXINE we send *gratis* one-half dozen large packages with every case of Sweet Home Soap.

SWEET HOME FAMILY SOAP, the finest, best seasoned and most economical Soap to be had. We supply the Select Family Trade only.

This Soap is sent on Thirty Days' Trial.

*J. D. Larkins & Co.*  
BUFFALO, N.Y.



IMPORTANT, NOTE CAREFULLY,  
AND  
Send your  
Orders direct  
To

*J. Larkins & Co.*  
BUFFALO, N.Y.